



How parents can protect their children from online groomers and predators.

Alezandra Russell, Founder Urban Light



Our
secret

IYKYK

if u like
me...

Bet!

Shhhhh.

Rizz

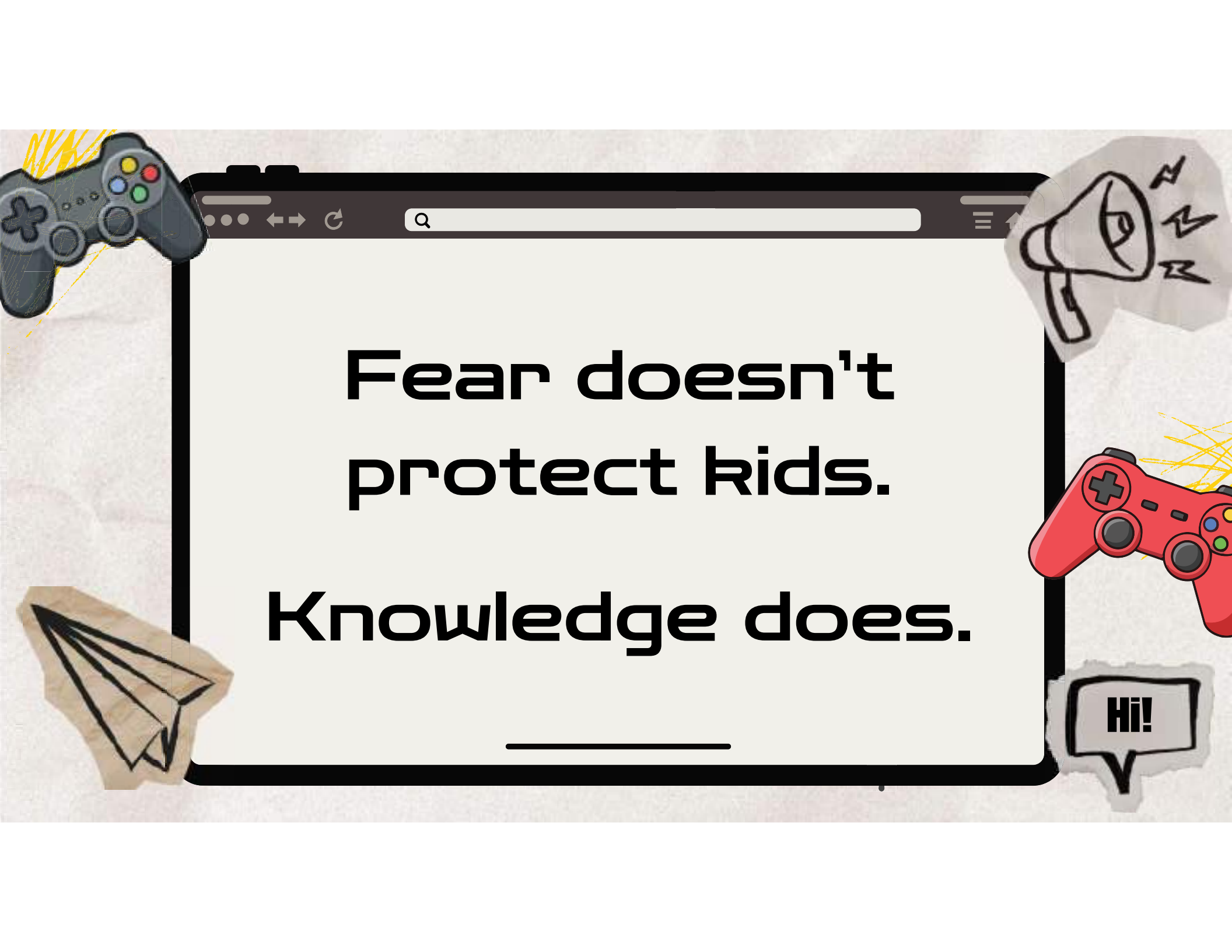
Hey!

cap

ecpat

On the Internet, we are choosing what ...

Add comment



**Fear doesn't
protect kids.
Knowledge does.**



5 Reasons Tech Is Good for Your Kids

LET'S START WITH THE GOOD NEWS.

 **Builds real skills** Spatial reasoning, pattern recognition, problem-solving. Gaming maps to engineering & design. *

 **Career pipeline** Game design, content creation, cybersecurity, UX. Kids editing YouTube are learning Adobe Premiere.

 **Real belonging** For shy or neurodivergent kids, online communities can be the first place they feel understood.

 **STEM on-ramp** Roblox uses Lua scripting. Minecraft has a full modding community. Fortnite teaches real-time stats.

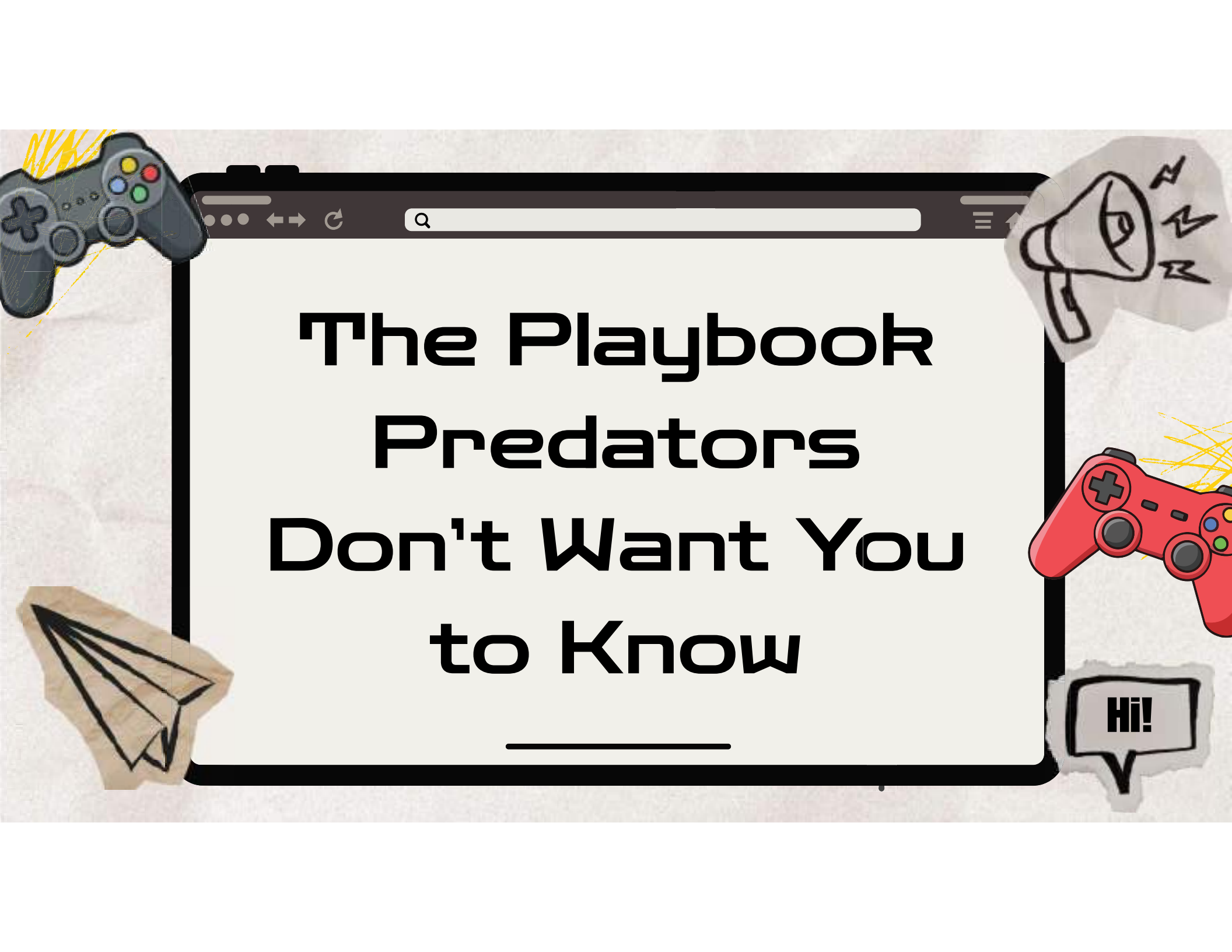
 **Future advantage** Tech-fluent kids will have a major edge — in medicine, agriculture, law, every skilled trade.





**Because knowing the
risks doesn't mean
removing the
technology.**

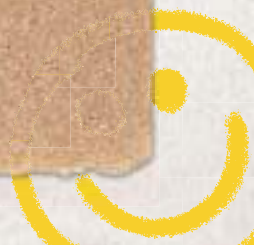
It means parenting it.



The Playbook Predators Don't Want You to Know



What is Sextortion?



Sextortion is when someone uses a sexual image or video of a child as a weapon — threatening to share it unless the child sends more images, money, or compliance.

Online gaming is now the #1 point of first contact between predators and children, surpassing social media

(Internet Watch Foundation)

1 in 4 young people reported receiving an online solicitation to exchange sexual imagery, engage in sexual talk, or participate in a sexual interaction while under 18.

 **AI-generated child exploitation reports soared 6,341% — from 6,835 reports to 440,419 in a single year!**

(NCMEC, 2025)

1 in 3 boys ages 9–12 reported having an online sexual interaction in 2024 — the highest rate ever recorded

Thorn

 **20.5 million reports of online child sexual exploitation were made to NCMEC's CyberTipline in 2024 alone.**

(NCMEC, 2025)



The 5- Step Grooming^{*} Sequence^{*}

HOW GROOMING ACTUALLY UNFOLDS — STEP BY STEP



01 — Target Selection: Scan public profiles for loneliness or conflict. A post saying ‘my mom doesn’t get me’ is a visible target.

02 — Trust Building: Becomes the most attentive person in your child’s life. Remembers birthdays. Validates what parents dismiss.

03 — Isolation: Child is still home, still at dinner — but emotionally being separated. “Your family wouldn’t understand.”

04 — Desensitization: Never starts explicitly wrong. Adult jokes, edgy memes, “have you ever...?” A slow boil, not a sudden jump.

05 — Control: Shift to threats. “If you tell anyone, I’ll send these photos to your school.” Silence becomes survival.

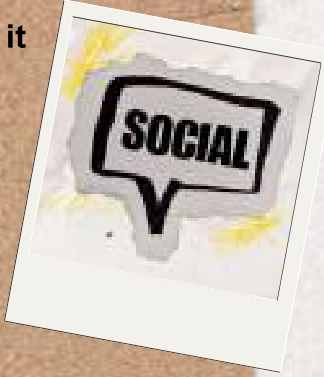


Warning Signs to Watch For



BEHAVIOR

- Secretive about phone
- Switches screens when you walk in
- Takes device to bathroom
- Extreme anxiety if you touch it



SOCIAL

- Pulling away from longtime friends
- Invested in someone you've never heard of
- Online 'best friend' who can never video call



LANGUAGE

- Sexual references that feel out of place
- Mentions an older person protectively
- Secretive tone about an online 'friend'



GIFTS

- Unexplained gift cards
- Game credits or in-app currency
- Money or merchandise with no clear source



The Apps They're On – and the Language They Speak



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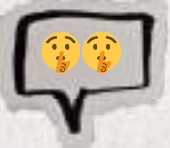


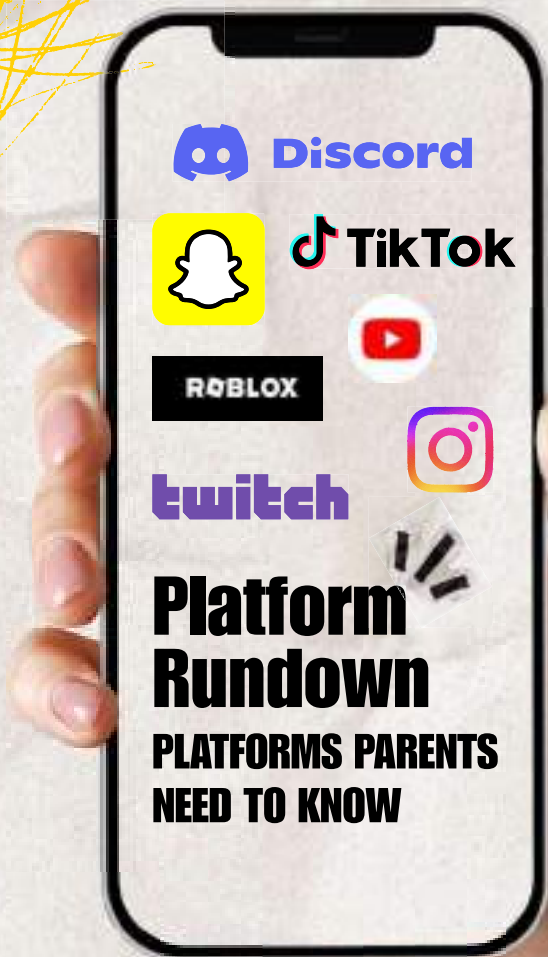
Hey!

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cap





🔍 | Roblox



The game is fine. The chat is the risk. Predators join the same game and build rapport, then suggest moving to Discord or DMs. Most parents don't know the chat function exists.

🔍 | Discord



Originally built for gamers, now used for everything. Private servers can be invite-only with zero moderation. A groomer can create a private server/channel and have an entirely private chat with your child.

🔍 | Snapchat



Disappearing messages create a false sense of safety. The young person thinks it vanishes — but screenshots exist, and content can be saved. That false safety is exactly what's exploited.

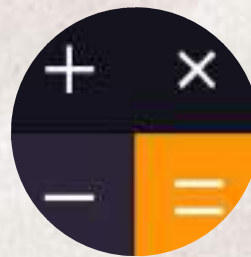
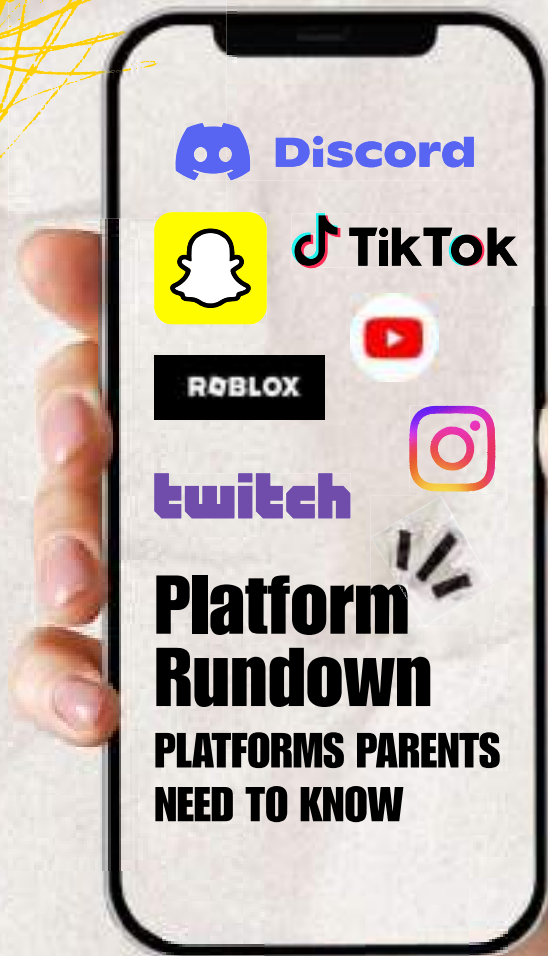
🔍 | Tik Tok



A public account doing trending dances is visible to millions. Comments and DMs can come from anyone.

91 Vault Apps + Hidden Apps

Vault apps are mobile applications designed to hide and secure private photos, videos, chats, apps, and files behind password protection.





Do You Speak Their Language?



Groomers +
Predators speak
your kids'
language.

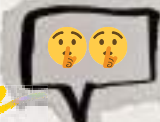
Now so will you..





Away From Keyboard — stepping away / unavailable

Used in gaming chats to suggest stepping away to somewhere more private. “Everyone went AFK, DM me.”





ghosting



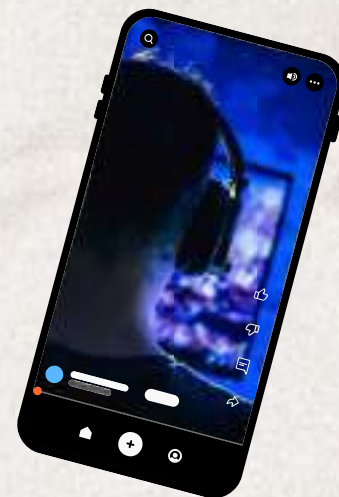
Suddenly cutting off all contact with no explanation

Groomers ghost kids who get “too difficult” or nearly disclosed. Kids experience this as devastating rejection.



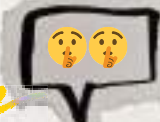


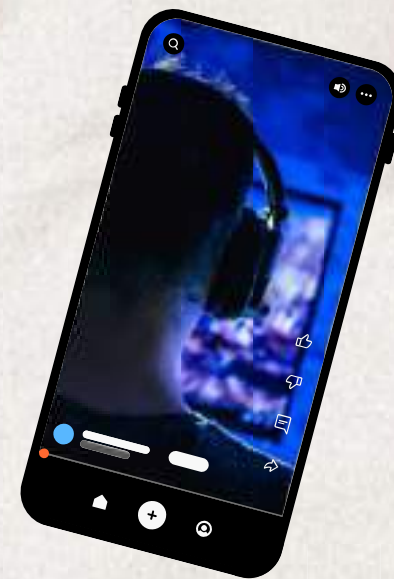
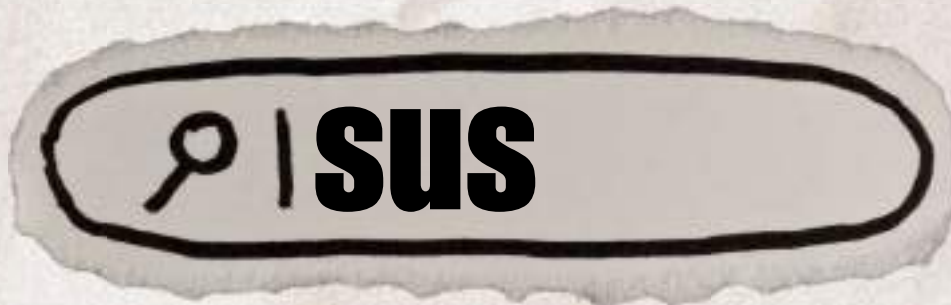
🔍 NPC



Non-Player Character — someone acting robotically, on autopilot

Used to mock parents. Classic isolation and dismissal language. Groomers use this to mock parental authority. “Your mom is such an NPC — she doesn’t actually think for herself.” Isolation language.





Suspicious / sketchy

Teach your kids: “If someone online feels sus to you, tell me.” It’s already in their vocabulary — use it.





🔍 **caught in 4k**



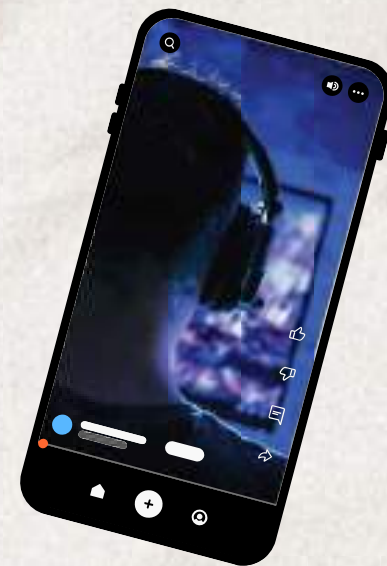
Caught red-handed, with clear undeniable evidence

Used in sextortion threats. “I caught you in 4K — send more or I share this.” The phrase itself is a warning sign if your child uses it anxiously.





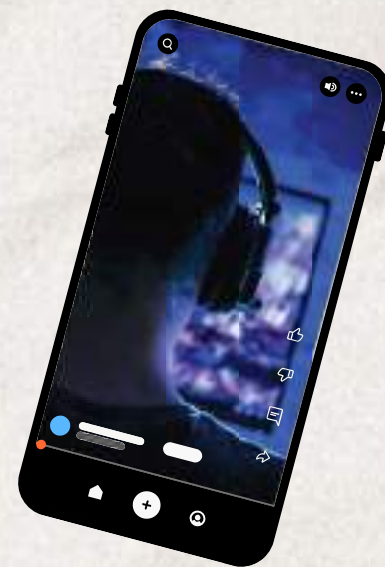
🔍 | **no cap**



No lie — I'm being completely honest

Used to build false trust. "No cap, you're the only person I've ever really connected with." Excessive sincerity is a grooming signal.

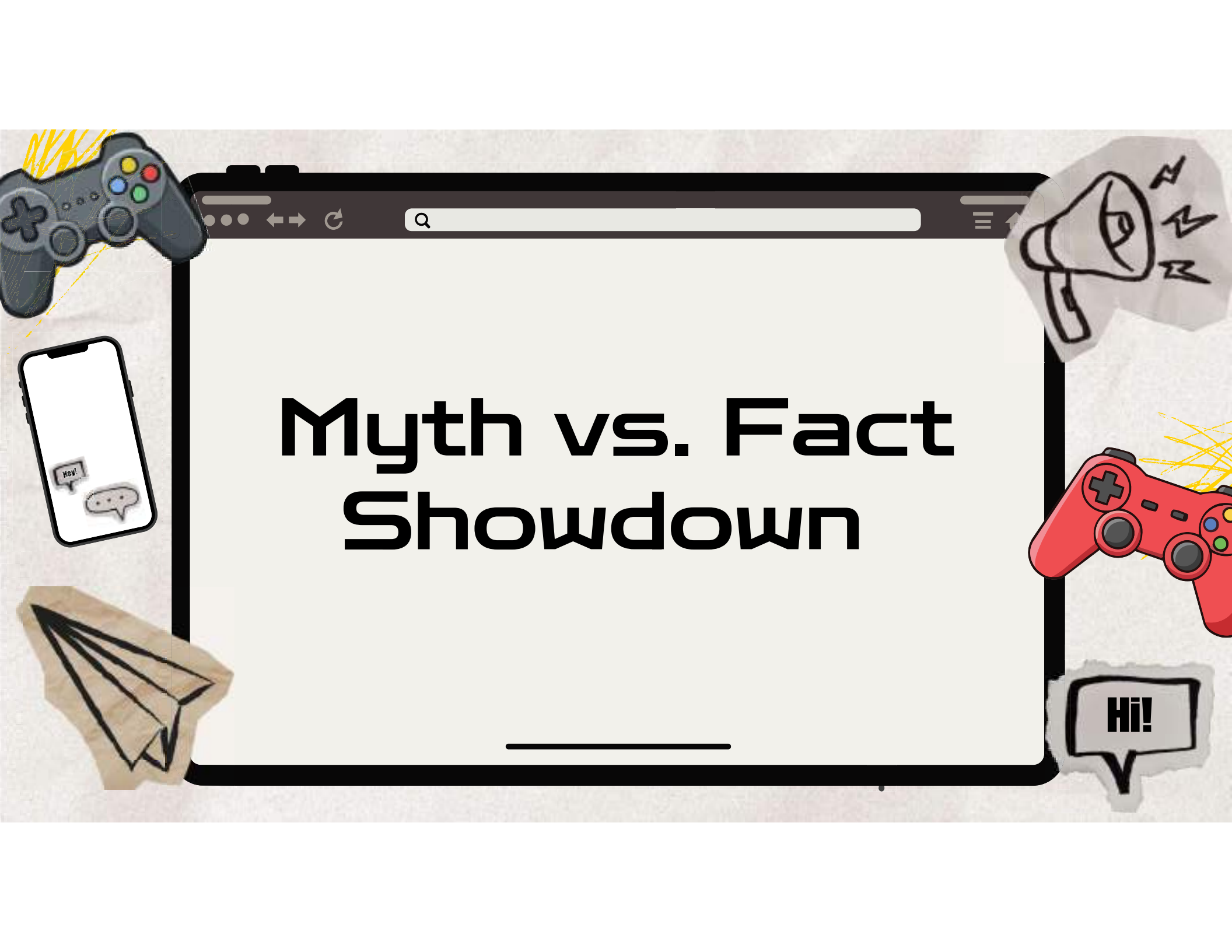




Natural charm or ability to attract/win people over

Groomers are experts in having “rizz.” Teach kids: charm is not the same as trustworthiness.





Myth vs. Fact Showdown



Myth



Fact

*





Talking to Your Kids + Family Agreement

Now Let's Talk About What to Actually Do.



**The goal is not one
big scary
conversation.**

**It's a hundred small,
normal ones.**



3 Things You Can Say Tonight

*

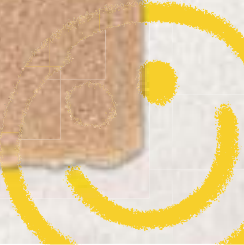
*

“Hey, show me what you’re playing / watching lately...”

(Curiosity, not interrogation)

“Have you ever gotten a weird message from someone you didn’t know? What did you do?”

“If something ever felt off online, like weird, uncomfortable, confusing — I want you to know you can always tell me. I won’t freak out.”





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Your 5 Family * Agreements

You Can Start This Week!



1 — Devices charge outside the bedroom at night

Family norm, not punishment. Also protects sleep.

2 — All accounts set to private

Walk through it together — collaborative, not controlling.

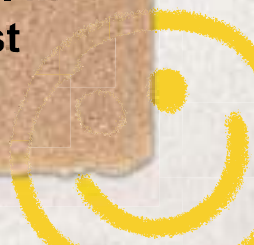
3 — You have access

**“Not to spy — because I’m your parent.”
Transparency beats secret surveillance.**

4 — Establish a family code word

Something silly — ‘pineapple,’ ‘purple elephant.’ Let your kid choose it.

5 — No new online contacts without telling a parent. Keep language low-stakes: “I’m not going to make a big deal of it. I just want to know.”





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**Go Home and
Say the words.
You don't have to
do it perfectly.**

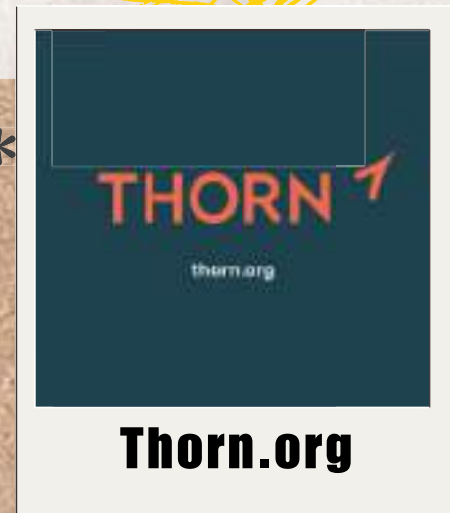


Just open the door.





Resources + Q&A



Websites to Follow





**Thank you for
showing up.
Your presence
tonight is already
a protective act.**





THANK YOU

WEBSITE

www.AlezandraRussell.com

BOOKINGS

www.AllAmericanEntertainment.com

EMAIL

Holae@AleazandraRussell.com



WHAT?

WHO?

